

**Advertising & Promotions Budget 2018-19**

**Currently Included in this Expense Line:**

		<b>Notes:</b>
Promotional Items	\$ 50,000	Maintain existing stock and order additional for new ag/consumer events; and add new items that encourage consumers to purchase chicken - replenishment of spices, cooking thermometers, etc.)
Marketing & Advertising (Social Media)	\$ 55,000	Increase in advertising spend from 2018 to expand awareness of our brands and messaging to the appropriate target audiences. We will utilize multiple platforms (digital, print, in-store), focusing on frequency and target audience as determined by 2018 Consumer Study.
Non-Agriculture Events - Family and Consumer focused	\$ 10,000	We are continuing to grow our presence at non-ag related events, in 2019 Stollery event, Dietitian farm tours as well as Dietitians Day event.
Stampede & Aggie Days; Producer Volunteer Honorariums & AGM Draw Giveaways	\$ 26,000	High engagement from producers through our volunteer recognition program. We have also expanded the number of events we are attending.
SM5 Materials (signage, giveaways, tent, etc.)	\$ 5,000	Consistent with 2018, updating of current content - infographic, materials to also be developed to support SM5 with upcoming elections.
SM5 Events (rentals of equipment, etc.)	\$ 3,500	Consistent with 2018 - stronger focus on elected official event such as Lobby Day and receptions.
Taste Alberta Events (i.e. Christmas in November, Porkapalooza, etc.)	\$ 11,000	Consistent with 2018 Funding (new strategic focus on ag literacy)
Graphic Design	\$ 10,000	Consistent with 2018
Videos / Photos	\$ 10,000	Consistent with 2018
Education / Curriculum-Related Material Development	\$ 15,000	New Collaborative SM5 Program Development - focused on Jr./Sr. High and Teachers. Reaching our target demographic identified in Consumer Study. (Ages 16 - 29)

**Proposed New Additions:**

		<b>KPI</b>
2018 Website Migration to new service provider	\$ 6,000	#3: Consumer Confidence; Transition from one service provider to another, design refresh, flow and user functionality review, improvement of SEO
Zoo Partnership	\$ 7,000	#3: Consumer Confidence; Budget to spend 3K a year for naming rights and for signage in 2018/19 we will need to develop content for onsite (Alberta Chicken Mock Barn, Supply Chain, Life Cycle), then each year after we will need to print additional education materials to be distributed to teachers visiting the Zoo. The Zoo sees over 90K students a year through their zoo school programming alone, not including self-guided tours or the general public.

<b>TOTAL</b>	<b>\$ 208,500</b>
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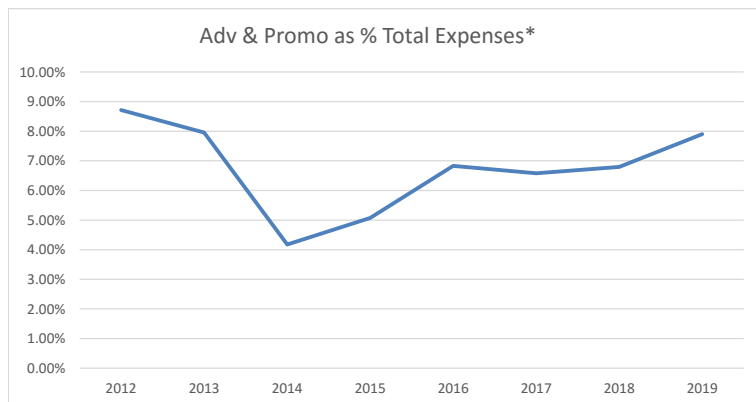
**Other initiatives covered by Expenses note in 2017-18 Budget Above:**

- Ongoing development of videos/design and photography content
- Creation of "brand package" for retailers ACP/RBCCF Brand
- Awareness campaign around Chicken Month in September
- Video Campaigns - NEWAD, YouTube, Google and other social platforms
- Print Media - Advertising during "food focused" issues
- Dietitian Farm Tours - Dietitians of Canada Day Event
- Marketing materials produced to counter myths and concerns of our "Careful Chooser Demographic"

**Historical Adv. & Promo Spend**

Year	2012	2013	2014	2015	2016	2017	2018	2019
<b>Budget</b>	\$ 150,000	\$ 150,000	\$ 72,500	\$ 90,000	\$ 130,000	\$ 170,000	\$ 175,500	\$ 208,500
<b>% Total Expenses*</b>	8.71%	7.96%	4.17%	5.1%	6.8%	6.58%	6.79%	7.90%

\*less amort.



**Comparison to Other Provinces:**

	<b>% Operating Budget</b>
BC	7.4%
SK	14.1%
ON	13.9%
CFC	21.7%